

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution

FROM: Marian Halpern

SUBJECT: BRAND X RESEARCH

DATE: March 18, 1994

The Brand X Research scheduled for 3/28-3/30 in Phoenix will be conducted at:

Fieldwork Phoenix
7776 Pointe Parkway West
Suite 240
Phoenix, AZ 85044
(602)438-2800

Directions to the facility are attached.

The research schedule is as follows:

Monday, 3/28

4:00 p.m.	Marlboro, 18-24 year olds
5:00	Discount, 18-24
6:00	Camel, 18-24
7:00	Discount, 25-34
8:00	Marlboro, 25-34

Tuesday, 3/29

4:00 p.m.	Camel, 18-24 year olds
5:00	Discount, 25-34
6:00	Marlboro, 18-24
7:00	Discount, 18-24
8:00	Camel, 25-34

Wednesday, 3/30

4:00 p.m.	Camel, 18-24 year olds
5:00	Discount, 18-24
6:00	Camel, 25-34
7:00	Marlboro 25-34

Please let me know if you have any questions.

Distribution

D. Beran
C. Cohen
K. Eisen
P. Fernandez
E. Gee
N. Lund
R. Mikulay
K. Miller
M. Salzman
J. Taylor



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